



# ORDER

Flight Dates **10/29/12-11/06/12**

Contract / Revision **316118 /**

Original Date / Revision  
10/26/12 10/26/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Product

**NRCC IE**

Agency Com 15%

Billing Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **3517**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 157500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	19%	29925
KPNX	19%	29925
KPPX	%	0
KSAZ	25%	39375
KTVK	25%	39375
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	14	\$16,065.00	\$18,900.00	0.00	10/29/12	11/06/12	14	\$16,065.00	\$18,900.00
Totals	14	\$16,065.00	\$18,900.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/29/12	11/02/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWTF--	:30	5	\$300.00	P-2	0.00 NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			5		\$300.00		0.00			
N 2	KNXV	11/05/12	11/06/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MT-----	:30	2	\$300.00	P-2	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			2		\$300.00		0.00			
N 3	KNXV	11/01/12	11/01/12		CM	7-10pm	---T---	:30	1	\$14,000.00	P-2	0.00 NM	1	\$14,000.00



KNXV

Print Date: 10/26/12

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Contract / Revision **316118** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:13:00

Advertiser **NRCC IE**

Product **NRCC IE**

Estimate # **3517**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Country Music Awards												
				Country Music Awards												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	---T---	1		\$14,000.00		0.00							
N 4	KNXV	11/03/12	11/03/12	PR Various Non-Net 1	CM	830-9p	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00	
				PR Various Non-Net 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-	1		\$1,500.00		0.00							
N 5	KNXV	11/03/12	11/03/12	SA 1035pm-1135pm	CM	1035pm-1135pm	-----S-	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00	
				SA 1035-1135pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S-	2		\$150.00		0.00							
N 6	KNXV	11/04/12	11/04/12	SU 1035pm-1105pm	CM	1035pm-1105pm	-----S	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00	
				ABC15 Sports Sunday												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	2		\$400.00		0.00							
N 7	KNXV	11/04/12	11/04/12	SU 1105pm-1205am	CM	1105pm-1205am	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00	
				SU 1105pm-1205am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$200.00		0.00							

\*Tax 1 Note: Tax 0.5%.

Totals 14 \$18,900.00